

ABSTRACT

[0024] The invention relates to product presentation equipment. The object of the present invention is to replace, as far as possible, the sales conversation between the customer and the seller, whereby at the same time all possible information on the corresponding product is made available to the customer in an attractive manner, without in this case him having to read long-winded operating instructions, but the customer can substantially carry out the check on the product quality and product features. Product presentation equipment, consisting of a screen, a computer system connected to the screen in which information on various products can be stored and reproduced on the screen by operating appropriate operating devices, a device for mounting at least two different products, for which visualizable information is stored in the computer, a switching device assigned to each product, the switching device being automatically activated when a product is taken into use and/or out of the mounting, so that with the activation of the switching device information (model designation, technical data, price) from the computer on the product is automatically produced on the screen.